

Effective Public Reporting:

What We Know About What Works

David E. Kanouse
RAND Corporation

Purpose of Presentation



- **How to approach quality reporting**
- **Seven basic guiding principles**
 - Derived from key areas of literature
 - Focus on reporting process
 - Do not imply a single best strategy

Principles Derived from Literature Reviews



- CAHPS research on reporting
- Adult education and literacy
- Cognitive psychology
- Decision science
- Consumer decision aids
- Cross-cultural communication
- Social marketing

Literature Reviewers



- Kristin Carman
- Katherine Crosson
- Judith Hibbard
- Margarita Hurtado
- Lise Rybowski
- Carol Schechter
- Dale Shaller
- Rebecca Shaw
- Shoshanna Sofaer
- Mark Spranca
- Stephanie Teleki
- Mary Vaiana
- Han de Vries

Planning Principles



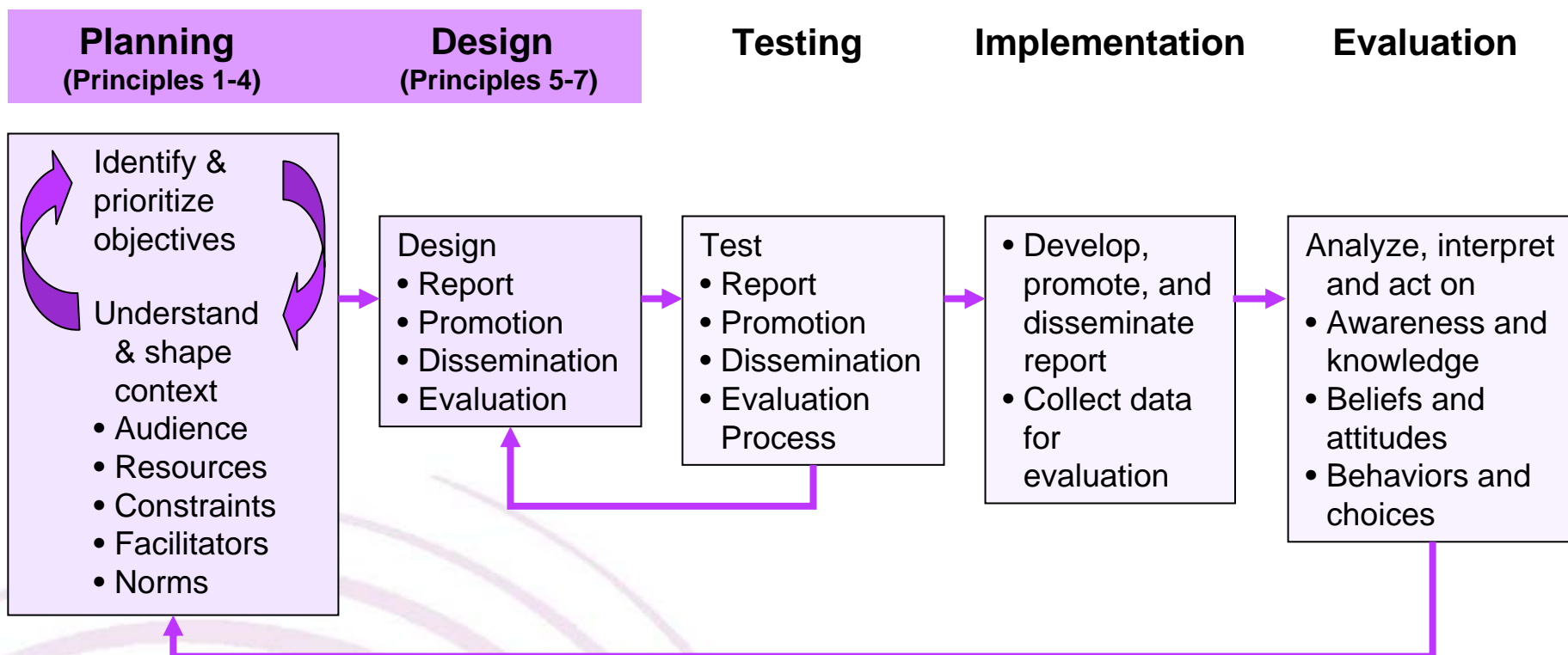
1. **Know your audience**
2. **Identify resource and other constraints to determine what's feasible**
3. **Consider barriers and facilitators to achieving objectives**
4. **Define objectives and set priorities**

Design Principles



5. **Design a report that reflects priorities and incorporates trade-offs**
6. **Plan for promotion and dissemination from the outset**
7. **Test and evaluate:**
 - Formatively
 - After-the-fact

Components of a Successful Reporting Effort



Understanding Context – Start with Audience



- **Know your audience**
 - Who they are
 - What they care about
 - What they know and understand
 - What actions they can take
 - What drives those actions
- **Adopt their point of view**

Tailoring Reports to the Audience



- **Present information so that it can be understood and used**
- **Place new information in context**
- **Tie it to something the audience wants**
 - High-quality health care for family
 - Quality at an affordable price
- **Make it meaningful, related to experience**

Understanding Context – What's Feasible?



- **Identify resource and other constraints to determine what is feasible**
 - Budget
 - Timeline
 - Organizational and political
 - Staff and vendor capabilities
 - Potential partners
- **Manage expectations**

Understanding Context – Barriers and Facilitators



- **Consider barriers and facilitators**
 - Setting in which information is provided
 - Timeliness of information
 - Language or cognitive barriers
 - Pushback from those being evaluated
 - Trusted intermediaries
- **Figure out how to overcome them or turn them to your advantage**

Defining Objectives



- **Helping people make better decisions involves more than providing facts**
- **To affect decisions, identify and influence as many determinants as possible**
 - Consider other information besides quality
 - Help consumers integrate and evaluate information

Defining Objectives Involves Trade-offs



- **No report can be all things to all stakeholders**
 - Targeting specific audiences means not targeting others
 - Making quality reports evaluable can make them controversial
- **Set priorities and make explicit tradeoffs**

Plan for Promotion and Dissemination



- **Potential users need to be prepared**
- **Think of the report as a product that needs marketing**
- **Delivery should be timely and convenient**
- **Successful dissemination requires advance planning**
- **Consider community-based organizations or other intermediaries**

Testing and Evaluation



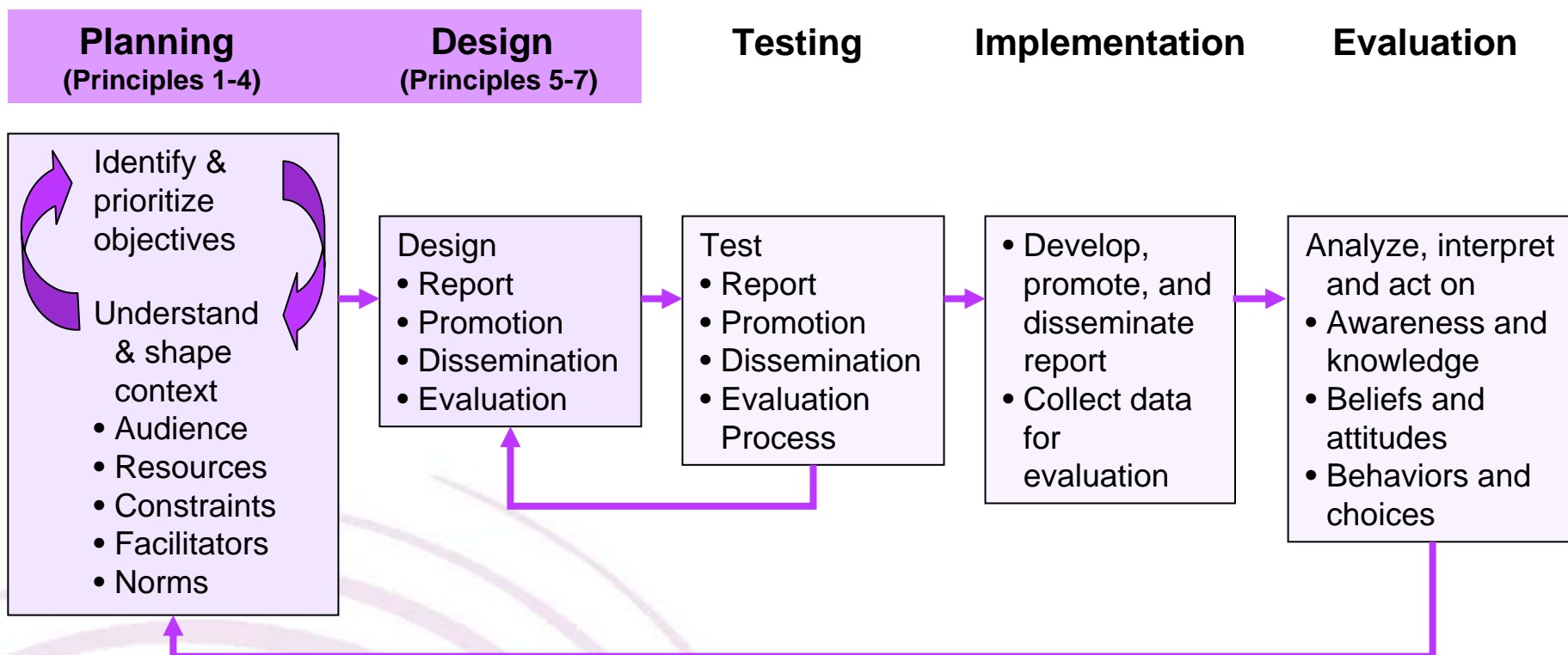
- Build in ongoing testing and evaluation at each stage
- Best evidence on what works for your audience is locally gathered
- Evaluation needs to be planned
- Document lessons learned so they are available

Why Aren't These Principles Followed?



- **Tight schedules**
- **Inappropriate assumptions**
 - “People are going to be interested in this valuable quality information.”
 - “The same format works for everyone.”
- **Easier to think like a sponsor than like the target audience**

Components of a Successful Reporting Effort



Discussants



Kristin Carman

American Institutes for Research

Christine Crofton

Agency for Healthcare Research and Quality